



FEBRUARY 2015
VOLUME 8, ISSUE 2

INSIDE THIS ISSUE

Fall in Love With Your Website All Over Again	1
Karen's Customer Service Corner	2
Don't Steal Images Online! Where to Find Free (and Legal) Stock Images	3
Frequently Asked Questions	4
Need Professional Help with Lead Intake That Integrates with DSS?	4

You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

WHAT LAWYERS ARE SAYING ABOUT FWM

“I don't know how to say it any other way than **Tom gets it.** I mean, he understands marketing... He understands how to do it. And he understands how to translate his knowledge into a language that lawyers can understand. So working with Tom is great.”



Brian Beckcom
VB Attorneys
VBAttorneys.com

Learn more about Brian's success with Foster Web Marketing at FWMnews.com.

Fall in Love With Your Website All Over Again

by Tom Foster, Founder and CEO at Foster Web Marketing

It's February, the month of love, so what better time to fall back in love with your website!

That's if you want your website to love you back and provide you with abundant leads and contacts. Just as you have to take time to cultivate your significant and important relationships, it's crucial to the success of your website (and your business) that you give your beloved website the attention it deserves. Remember my favorite saying: you get what you give!

Evaluate Your Website Design

It's important that you set aside time to focus on your relationship with your website. How often? We recommend that you re-evaluate your website design:

- ✓ **At least once a year.** Stay on top of hot design trends and conversion techniques.
- ✓ **Any time you attract media attention.** Highlight your hot cases, and make sure your online press kit is easy to find.
- ✓ **If you start an aggressive ad campaign.** Make sure the copy and design elements on your website are similar to your ads so you don't have brand confusion!
- ✓ **When you add or remove a practice area.** Make sure information is easy to find!

Review Key Landing Pages

Take time to review your main landing pages. These are the pages where people are most

— continued on page 3



It's important that you set aside time to focus on your relationship with your website.

CAN YOU RELY ON AUTOMATED WEBSITE ANALYSIS AND TESTING TOOLS?

Be wary of FREE “web analysis tools” that you can plug your site domain into so they spit out a “comprehensive report on all that's wrong with your website.” I admit the process is pretty easy to do and seems kinda cool. However, more often than not, when you dig into the details you see these reports are simply wrong, outdated, or **just complete crap**—misleading and potentially damaging.

TIP: Work with a marketing expert or company who can give your website a professional “once-over.” We've got a form you can complete at **FWMAnalysis.com** that has been used by hundreds of other attorneys to get a detailed site analysis and complimentary consultation call with my marketing team.



Lead Intake: Do You Know Whom You Are Attracting to Your Website?

At FWM, we preach that you need to track your marketing efforts...but how do you do this?



Tracking can be pretty simple, and it won't cost you anything but time. Create a spreadsheet that contains a

column of your marketing efforts—paid ads, your website, billboards, and whatever else you use. Don't forget to include the efforts you make that do not cost money, such as word-of-mouth referral programs, special events or seminars you present, etc.

The first column should contain this list; the subsequent columns should be the month, and then a running total for the year that includes both leads and clients. This will give you your conversion rate.

Include a running total of your marketing expenses, and with a basic formula you can see the return on investment of each marketing effort!

Now, Match Up the Intake Sources

Your next step is to use your intake process to find out exactly how your clients came to you.

When I say exactly, I mean, "What term did you Google to find us online? Did you check out our reviews before you called? What was the tipping point for your decision to hire us? Where was the billboard located?" These are all good questions, depending on how responsive your clients are. How they think, where they go, and what they do will tell you how to market to your perfect client.

Want more of those perfect clients? You need to ask them about themselves, get to know them, and then you can market directly to more of them. For example, if your perfect client makes over \$100k per year, he probably travels to different areas than someone who makes \$15k per year. You may find your bulletin board near K-Mart is not very successful attracting your perfect client; try near a Nordstroms instead.

Keep your spreadsheet updated.

This can save you money AND make you money, just by telling you what is working (do more of it!) or not working (consider dropping it and investing that money into other marketing efforts). You will be amazed at what the data will teach you about your marketing efforts.



Want to see some sample tracking methods? Visit www.FWMnews.com.



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

Join Our DSS User Group Website Audit Series and Fine-Tune Your Site!

We offer the DSS Users' Group exclusively to our clients (if you haven't joined the FWM family yet, you're missing out)! These live, educational, open-forum webinars teach you how to execute PROVEN marketing tactics that you can apply right in DSS.

Over the next few months we'll be covering "do it yourself" website audits—something that EVERYONE can benefit from. FWM Marketing Coach Matt Tate will join our Happiness Director Karen Hoff to walk you through doing your own website audit. We'll start with the basics in the first month, then move into more in-depth steps you can take to review and revise your online presence—everything from content audits to local profile cleanup to backlink analysis.

The series starts in February 2015 and all the sessions will be recorded so you can go back and review those you've missed. The DSS User Group is always the first Thursday of the month at 3 pm Eastern Time. If you haven't received your invitation, contact customer service at tickets@fosterwebmarketing.com.



Having a professional, modern website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.

DON'T STEAL IMAGES ONLINE!

Where to Find Free (and Legal) Stock Images

What can quickly make your web or ad copy more appealing? What can attract a reader's attention AND give him an idea of what your page is about at a glance?

What makes social media posts really stand out? Images, of course!



Unfortunately, getting a great image isn't as easy as copying and pasting one from Google images. In fact, if you do this, you might find yourself the target of legal action by the rightful owner of the image. Just like your website content, you should never borrow or steal images online.

Unfortunately, getting a great image isn't as easy as copying and pasting one from Google images.

So what can you do? **There are a number of places out there where you can get legitimate stock images for FREE.** Here are just a few:

- **www.dreamstime.com**
This website gives you the option to purchase stock photos OR download them for free!
- **www.freedigitalphotos.net**
Free Digital Photos offers a mix of stock photos and digital illustrations.
- **www.freeimages.com**
freeimages allows photographers and designers to share their photos, and they are offered free of charge. 🌐



Want more? Go to FWMNews.com to see an even longer list of free stock image sites!

— continued from page 1

Fall in Love With Your Website All Over Again

likely to enter your website—from a marketing campaign or from search results. *Pages to review include:*

- **Your home page.** Does it accurately summarize what you do and why you're the best choice in your market?
- **Each of your practice area pages.** Consider consolidating and trimming your list of practice areas so you don't dilute the power of your main practice areas. Also, does each page describe in a compelling way how you can help your perfect client?
- **About Us / About the Firm.** If you have a page like this, does it have current pictures? Does it share your firm's mission and give website visitors a reason to call you?
- **Individual bio pages.** Do you have bio pages for every person on your staff who will interact with a client (or potential client)? Do your biographies include personal details as well as professional accomplishments, so potential clients can relate to your team? How about some great pictures?
- **Contact Us page.** Is it short and sweet? Does it give accurate business hours, address, and phone number information? Is there a contact form, and have you tested it to make sure it works?
- **Landing pages for your offers.** Do your offer pages do a great job convincing web visitors why they should order your book or promotional item? Is it clear how the person will get your offer after he gives his information? Do you include testimonials or reviews to ease visitors' concerns about giving you their information?



These are just three of the things you need to do to get your relationship with your website back on track.

Test Your Forms—ALL OF THEM!

I can't stress this enough—put this on your calendar to do every month! You or somebody you trust should play the part of web visitor and fill out every form on your website. You should also audit the content on your landing pages and thank you pages, to make sure they are clear and compelling. We'll get into more detail with this during our February webinar!

These are just three of the things you need to do to get your relationship with your website back on track. We've got an entire webinar dedicated to loving your website again—it will take only an hour of your time, then you'll be armed with step-by-step instructions for turning your website into a lead conversion machine! 🌐



Webinar Access: Before 1pm ET on February 17, 2015 you can sign up to attend the webinar live at FWMWebinar.com. After the webinar, you can access the recording and slides at FWM.tips—just look for the February 2015 webinar recording link.

FAQ



Molly McCormick

Q: What size should my images be on social media?

A: Photos are not only the most shared content type on Facebook, they also receive the most engagement on almost every platform.



With Twitter's recent "facelift" and the endless sizing restrictions on each social media site, finding the right size image for each social media outlet can get really frustrating. So what are the correct guidelines? Here is a list of the social media platforms you should be using, and the size guidelines for the most commonly used images (in pixels):

- **Facebook:**
Cover images: 851 x 315
Profile photos: 180 x 180
- **Twitter:**
Header: 1500 x 1500
Profile photo: 400 x 400
- **Google+:**
Cover photo: 2120 x 1192
Profile photo: 250 x 250
- **YouTube:**
Channel Art: 2560 x 1224
Profile photo: This will be pulled from your Google+ page

If you follow these guidelines, you'll have a professional, sleek looking profile!



Want a hand? Give us a call and we'd be happy to design a cover photo or adjust a profile image to put your best face forward on any social media platform! 844-531-4797.

Need Professional Help with Lead Intake That Integrates with DSS?



Foster Web Marketing has partnered with Legal Intake Professionals, or LIP, to provide a high-quality, made-in-the-USA lead intake service to our clients. That's right, not only can you get professional help with your intake process, but LIP receives lead data automatically from DSS—you don't have to do anything!

Legal Intake Professionals bills itself as more than just another answering service for lawyers; it wants to be seen as an extension of your law firm. Its business is focused exclusively on attorneys, and its intake specialists are available to take your calls both during regular business hours and after hours. Imagine how many more leads you could get from your marketing efforts with around-the-clock case conversion on your side!



Want to learn more about Legal Intake Professionals?

Check out FWMintake.com to get started!

Legal Intake Professionals offers the following services:

- **Legal Intake Service:** Its intake specialists are available to take your law firm's calls during normal business hours.
- **After-Hours Intake Service:** Potential clients have legal questions at all hours of the day and night. Never miss another potential case with LIP's around-the-clock and holiday After-Hours Intake Service.
- **Outbound Intake®:** With Outbound Intake®, LIP will call your potential clients back to retrieve all of their important case information beyond just their names and telephone numbers.

Any lead that comes in to your website—live chat, forms, trackable phone number—can be sent to LIP automatically by DSS. Then, LIP follows up on the lead for you according to your service agreement with them. It couldn't be simpler! 🌐



Want to learn more about LIP? Check out FWMintake.com to get started!

WEBSITES, SOFTWARE AND MARKETING FOR ATTORNEYS

FOSTER WEB MARKETING | 10555 MAIN STREET | SUITE 470 | FAIRFAX, VIRGINIA 22030

TOLL FREE: (844) 531-4797 | DSS: (866) 448-8999 | FAX: (703) 997-1309 | WWW.FOSTERWEBMARKETING.COM

The *Killer Website Marketing System for Attorneys* Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit www.FWMnewsletter.com

Design and publication by Zine Graphics & Print (www.zinegraphics.com). Copyright © 2015 by Foster Web Marketing.